**Marketing Grant Allocation:**

New South Wales branch marketing costs:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product | Price | Quantity | Total | Source |
| Super Side Advertising | 200 per week | 1 | 10,400 pa | <http://bussignage.com.au/advertising.html> |
| Billboard | 500 per month | 1 | 6,000 pa | Talent Marketing (Group 4) |
| Billboard Design | 300 | 1 | 300 | Talent Marketing (Group 4) |
| **TOTAL** |  |  | **16,700** |

Queensland branch marketing costs:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product | Price | Quantity | Total | Source |
| Super Side Advertising | 200 per week | 1 | 10,400 per annum | <http://bussignage.com.au/advertising.html> |
| Billboard | 500 per month | 1 | 6,000 per annum | Talent Marketing (Group 4) |
| Radio ad | 1,500 per month | 1 | 18,000 per annum | Talent Marketing (Group 4) |
| Radio ad Design | 800 | 1 | 800 | Talent Marketing (Group 4) |
| **TOTAL** |  |  | **35, 200** |

Total marketing costs = $51,900

$51,900 - $50,000 = $1,900 taken away from revenue

Note: As the new Queensland branch is lacking the presence and publicity of the already established NSW branch, it has been collectively decided that a greater proportion of the marketing grant won will be devoted to promoting this new Queensland branch.